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### BADM 360.04: Principles of Marketing

Brumby McLeod

*University of Montana - Missoula*

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## Course Information

Section 03: Tuesday and Thursday, 8:10-9:30 AM, Room GBB 123  
Section 04: Tuesday and Thursday, 9:40-11:00 AM, Room GBB 123

## Instructor Information

Instructor: Brumby McLeod, MBA  
Office: GBB 337  
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Email: [brumby.mcleod@business.umt.edu](mailto:brumby.mcleod@business.umt.edu)  
Website: [www.business.umt.edu/faculty/mcleod](http://www.business.umt.edu/faculty/mcleod)  
Office Hours: Tuesday and Thursday, 3:00-5:00 PM

## Required Text

*Marketing: Real People, Real Choices* (2003), Michael A. Solomon and Elnora W. Stuart, Prentice Hall, 3<sup>rd</sup> edition.

## Course Overview

1. Making Marketing Value Decisions (Chapter 1-4)
2. Identifying Markets and Understanding Customers' Needs for Value (Chapters 5-8)
3. Creating the Value Offer (Chapters 9-13)
4. Communicating the Value Offer (Chapters 14-16)
5. Delivering the Value Offer (Chapters 17-18)

## Objectives

The overall objectives of the course are to familiarize students with a basic working knowledge of marketing in today's organizations, provide hands-on practice on marketing problem solving, applying standard marketing tools, and to develop and enhance the students' ability to critically evaluate marketing problems from a variety of perspectives, including managerial/strategic, as well as ethical/social.

## Course Requirements

Assessments	70%
Mid-term Exam	15%
Final Exam	15%

## Assessments

There will be ten assessments offered throughout the course during class time. These assessments vary from pop-quizzes to class exercises to homework. The assessments serve as a student's class participation and class preparation grade. In addition, these assessments are used to comprise a major portion of the mid-term and final exams. The two lowest assessment grades will be dropped; this will account for absentees, lack of preparation, illness, etc. There are no make-ups or retakes given for missed or failed assessments. Extra credit is not offered in this course; please take all the assessments if possible.

## Final Exam

The mid-term and final exams are cumulative. The information on the exam will come directly from the assessments and class exercises.

## Expectations

You are encouraged to discuss your work and progress with me at any time to resolve specific problem areas, to further clarify material, or to provide you with more concrete suggestions on how to improve your performance. In return, I expect you to come prepared for class every single time. Please read the chapter being discussed prior to attending class and look over the chapter review questions. Make sure you bring your book to every single class session. The assessments that comprise 70% of your grade are used to assure that you are prepared for class. I make an effort to make the classroom a fun interactive learning environment for the full hour and twenty minutes. This is done to reduce your homework load outside of class. Attendance and participation are a must for earning an A in this course.

## Class Schedule

<u>Date</u>	<u>Day</u>	<u>Lecture Topics</u>	<u>Reading</u>
01/28/03	T	Introduction	Read Chapter 01
01/30/03	Th	Welcome to the World of Marketing	Read Chapter 02
02/04/03	T	Strategic Planning	
02/06/03	Th	Strategic Planning	Read Chapter 03
02/11/03	T	Ethics and the Marketing Environment	Read Chapter 04
02/13/03	Th	Marketing in a Multinational Environment	Read Chapter 05
02/18/03	T	Marketing Information and Research	
02/20/03	Th	Marketing Information and Research	Read Chapter 06
02/25/03	T	Why People Buy: Consumer Behavior	Read Chapter 07
02/27/03	Th	Why Organizations Buy:	Read Chapter 08
03/04/03	T	Target Marketing Strategies and CRM	
03/06/03	Th	Target Marketing Strategies and CRM	
03/11/03	T	<b>Mid-Term Exam</b>	Read Chapter 09
03/13/03	Th	Creating the Product	
03/18/03	T	Creating the Product	Read Chapter 10
03/20/03	Th	Managing the Product	Read Chapter 11
03/25/03	T	SPRING BREAK 2003	
03/27/03	Th	SPRING BREAK 2003	
04/01/03	T	Intangibles and Services	Read Chapter 12
04/03/03	Th	Pricing the Product	Read Chapter 13
04/08/03	T	Pricing Methods	
04/10/03	Th	Pricing Methods	Read Chapter 14
04/15/03	T	Promotional Strategy	Read Chapter 15
04/17/03	Th	Advertising, Direct Marketing, and M-Commerce	Read Chapter 16
04/22/03	T	Public Relations, Sales Promotion, and Personal Selling	
04/24/03	Th	Public Relations, Sales Promotion, and Personal Selling	Read Chapter 17
04/29/03	T	Channels of Distribution, Logistics, and Wholesaling	Read Chapter 18
05/01/03	Th	Offline Retailing and E-Commerce	
05/06/03	T	Offline Retailing and E-Commerce	
05/08/03	Th	Review for Final	
05/14/03	W	<b>Final Exam 8:00 – 10:00 AM</b>	
05/16/03	F	<b>Final Exam 8:00 – 10:00 AM</b>	